GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Prohibition & Excise - Ill effects of alcohol– Awareness Programmes – Constitution of State Level and District Level CARE (Committee for Alcohol Awareness & Responsive Education) Committees - Orders - Issued.

Revenue (Excise.II) Department

G.O.Rt.No.259 **Dated: 25-03-2025**

Read the following:

1.G.O.Rt.No.172, Revenue (Excise-I) Department, dt.27.02.2025.
2. G.O.Rt.No.17, Revenue (Excise) Department, dt.10.01.2025
3. From the Director, E&P, through e-office file bearing no. REV04-22022(34)/1/2025-B-DOE, Dated: 13.03.2025.

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ORDER:

In the circumstances reported by the Director, Excise & Prohibition, AP, in the reference 3rd read above and to create awareness across the State about the short-term and long-term ill effects of alcohol consumption, it has been decided that the said programme be organized on every 2nd and 4th Saturdays of the month. The awareness programme shall be through public meetings & flash mobs, rallies & awareness walks, distribution of informational pamphlets, organizing workshops & Seminars, awareness sessions to industrial & unskilled workers, training programmes with health care professionals etc.

2. Accordingly, Government hereby constitute **CARE (Committee for Alcohol Awareness and Responsive Education) Committees** both at State Level and District Level to ensure the effective awareness programs to be conducted throughout the State. The **State Level CARE (Committee for Alcohol Awareness and Responsive Education) Committee** shall be chaired by the Hon'ble Minister for Excise, encompassing with the following officials:

Sl. No	Members	Designation
1.	Honorable Minister of Excise	Chairman
2.	Principal Secretary Revenue (Excise)	Vice-Chairman
3.	Commissioner of Prohibition & Excise	Member
4.	Director of Enforcement, Prohibition & Excise	Member Convener
5.	Additional Commissioner, Prohibition & Excise	Member
6.	Secretary Social Welfare	Member
7.	Secretary Women, Children, Differently Abled and Senior Citizens	Member
8.	One representative from an NGO working in such field to be nominated by the Government	Member
9.	Two other prominent personalities/Social workers to be nominated by the government	Members

P.T.O.

3. The **District Level CARE (Committee for Alcohol Awareness and Responsive Education) Committee** shall encompass with the following officials:

Sl.No	Members	Designation
1.	District Collector	Chairman
2.	Superintendent of Police	Member
3.	District Prohibition & Excise Officer	Member Convener
4.	District Coordinator of Hospital Services	Member
5.	District Education Officer	Member
6.	District Social Welfare Officer	Member
7.	District Medical & Health Officer	Member
8.	Principal of Government General Hospital medical college	if existing
9.	One representative from an NGO working in such field to be nominated by the concern District Collector	Member
10.	Two other prominent personalities/Social workers to be nominated by the concern District Collector.	Members

4. A few KPIs to gauge the performance of the districts every fortnight in this regard:

1. No. of awareness activities conducted.
2. No. of persons participated in the awareness activities.
3. No. of De-addiction centers visited.
4. No. of persons enrolled into the De-addiction centers.
5. No. of persons successfully rehabilitated from these De-addiction centers.

5. The District Level CARE Committees shall report to the State Level CARE Committee on a fortnightly basis regarding the awareness campaigns conducted and the resulting social impact in their respective districts. The District Level CARE committees shall also propose any improvements that may be required in the de-addiction centers in their respective districts. The State Level CARE committee shall monitor the performance of all the District Level CARE committees based on the above KPIs and steer them towards achieving the desired result of creating awareness against alcohol consumption.

6. The Director Excise & Prohibition, AP, shall take necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

MUKESH KUMAR MEENA
PRINCIPAL SECRETARY TO GOVERNMENT (FAC)

To
The Director, Excise & Prohibition, A.P., Mangalagiri.
The Director of Enforcement, Excise & Prohibition, A.P., Mangalagiri.
All the members of the committee through the Director, Excise & Prohibition, A.P., Mangalagiri.
All the District Collectors in the State.
Copy to:
All the concerned Departments
The PS to Hon'ble Minister (Excise).
The PS to Prl. Secretary to Govt., Revenue (Excise) Department.
SC/SF.

//FORWARDED BY ORDER//

SECTION OFFICER